

CONTRACT



WTKR-TV
720 Boush Street
Norfolk, VA 23510-1583
(757)446-1000

www.wtkr.com

And:

Crossroads Media, LLC.
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

<u>Contract / Revision</u> 574803 /		<u>Alt Order #</u> 07903317
<u>Product</u> Crossroads GPS		
<u>Contract Dates</u> 09/14/12 - 09/23/12		<u>Estimate #</u> 12/11/984
<u>Advertiser</u> Crossroads GPS		<u>Original Date / Revision</u> 10/02/12 / 10/02/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTKR	<u>Account Executive</u> Jamie Andrus	<u>Sales Office</u> Washington, D.C.
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 8433	<u>Advertiser Code</u> 12	<u>Product Code</u> 11
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	3	09/14/12	09/14/12	Newschannel 3 News	6-7am		:30			NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	----F--				1	\$675.00			
2	3	09/17/12	09/23/12	Newschannel 3 News	6-7am		:30			NM	5	\$3,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	11111--				5	\$675.00			
3	3	09/14/12	09/14/12	CBS This Morning	7-9a		:30			NM	1	\$340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	----F--				1	\$340.00			
4	3	09/17/12	09/23/12	CBS This Morning	7-9a		:30			NM	5	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	11111--				5	\$340.00			
5	3	09/15/12	09/15/12	Early Show Saturday	9-11am		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----S-				1	\$250.00			
6	3	09/22/12	09/22/12	Early Show Saturday	9-11am		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----S-				1	\$250.00			
7	3	09/16/12	09/16/12	CBS Sunday Morning	9-1030am		:30			NM	1	\$1,345.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----S				1	\$1,345.00			
8	3	09/23/12	09/23/12	CBS Sunday Morning	9-1030am		:30			NM	1	\$1,345.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----S				1	\$1,345.00			
9	3	09/16/12	09/16/12	Face the Nation	1030-11am		:30			NM	1	\$1,345.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----S				1	\$1,345.00			
10	3	09/23/12	09/23/12	Face the Nation	1030-11am		:30			NM	1	\$1,345.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----S				1	\$1,345.00			
11	3	09/14/12	09/14/12	Price Is Right	11am-12n		:30			NM	1	\$1,010.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	----F--				1	\$1,010.00			

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Contract / Revision	Alt Order #
574803 /	07903317

Contract Dates	Product	Estimate #
09/14/12 - 09/23/12	Crossroads GPS	12/11/984

Advertiser	Original Date / Revision
Crossroads GPS	10/02/12 / 10/02/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals SpotsAmount		
12	3	09/17/12	09/23/12	Price Is Right	11am-12n		:30			NM	5	\$5,050.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/17/12	09/23/12	11111--				5	\$1,010.00				
13	3	09/14/12	09/14/12	Newschannel 3 News	12n-1230pm		:30			NM	1	\$675.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/10/12	09/16/12	----F--				1	\$675.00				
14	3	09/17/12	09/23/12	Newschannel 3 News	12n-1230pm		:30			NM	5	\$3,375.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/17/12	09/23/12	11111--				5	\$675.00				
15	3	09/14/12	09/14/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	1	\$850.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/10/12	09/16/12	----F--				1	\$850.00				
16	3	09/17/12	09/23/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	5	\$4,250.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/17/12	09/23/12	11111--				5	\$850.00				
17	3	09/14/12	09/14/12	Newschannel 3 News	5-530pm		:30			NM	1	\$880.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/10/12	09/16/12	----F--				1	\$880.00				
18	3	09/17/12	09/23/12	Newschannel 3 News	5-530pm		:30			NM	5	\$4,400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/17/12	09/23/12	11111--				5	\$880.00				
19	3	09/14/12	09/14/12	Newschannel 3 News	530-6pm		:30			NM	1	\$880.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/10/12	09/16/12	----F--				1	\$880.00				
20	3	09/17/12	09/21/12	Newschannel 3 News	530-6pm		:30			NM	5	\$4,400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/17/12	09/23/12	MTWTF--				5	\$880.00				
21	3	09/14/12	09/14/12	Newschannel 3 News	6-630pm		:30			NM	1	\$1,345.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/10/12	09/16/12	----F--				1	\$1,345.00				
22	3	09/17/12	09/21/12	Newschannel 3 News	6-630pm		:30			NM	5	\$6,725.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/17/12	09/23/12	MTWTF--				5	\$1,345.00				
23	3	09/14/12	09/14/12	7-730pm	7-730pm		:30			NM	1	\$1,345.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/10/12	09/16/12	----F--				1	\$1,345.00				
24	3	09/17/12	09/23/12	7-730pm	7-730pm		:30			NM	5	\$6,725.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/17/12	09/23/12	11111--				5	\$1,345.00				
25	3	09/16/12	09/16/12	Sunday Prime	7-8pm		:30			NM	1	\$6,630.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/10/12	09/16/12	-----S				1	\$6,630.00				
26	3	09/23/12	09/23/12	Sunday Prime	7-8pm		:30			NM	0	\$0.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/17/12	09/23/12	-----S				1	\$6,630.00				
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>			
		1	3	09/17/12-09/23/12	Sunday Prime	7-8pm	-----S	:30	\$6,630.00	NM			
Credited													
27	3	09/14/12	09/14/12	Late News (M-F)	11-1135p		:30			NM	1	\$1,510.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals SpotsAmount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	----F--				1	\$1,510.00			
28	3	09/17/12	09/23/12	Late News (M-F)	11-1135p		:30			NM	5	\$7,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	11111--				5	\$1,510.00			
29	3	09/15/12	09/15/12	Late News (Sa-Su)	11-1135p		:30			NM	1	\$1,235.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----S-				1	\$1,235.00			
30	3	09/16/12	09/16/12	Late News (Sa-Su)	11-1135p		:30			NM	1	\$1,235.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----S				1	\$1,235.00			
31	3	09/22/12	09/22/12	Late News (Sa-Su)	11-1135p		:30			NM	1	\$1,235.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----S-				1	\$1,235.00			
32	3	09/23/12	09/23/12	Late News (Sa-Su)	11-1135p		:30			NM	1	\$1,235.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----S				1	\$1,235.00			
33	3	09/14/12	09/14/12	Late Night with David Letterman	1135pm-1237am		:30			NM	1	\$635.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	----F--				1	\$635.00			
34	3	09/17/12	09/23/12	Late Night with David Letterman	1135pm-1237am		:30			NM	5	\$3,175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	11111--				5	\$635.00			
Totals											77	\$78,320.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/23/12	77	\$78,320.00	\$66,572.00
Totals	77	\$78,320.00	\$66,572.00

Signature: _____ **Date:** _____

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